

**IN THE UNITED STATES DISTRICT  
COURT FOR THE EASTERN DISTRICT  
OF VIRGINIA NORFOLK DIVISION**

**Latasha Holloway, *et al.*,**

**Plaintiffs,**

**v.**

**City of Virginia Beach, *et al.*,**

**Defendants**

**Civil Action No. 2:18-cv-0069**

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**DEFENDANTS' MOTION TO EXCLUDE PLAINTIFFS' SUPPLEMENTAL  
EXPER REPORTS AND OPINIONS**

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**PLAINTIFFS' EXHIBIT 8**

Expert Report of  
Peter A. Morrison, PH.D

## REPORT OF PETER A. MORRISON, PH.D.

In *Holloway, et al. v. City of Virginia Beach, et al.*

August 12, 2019

1. I have been retained as an expert in the case of *Holloway, et al. v. City of Virginia Beach, et al.* by the City of Virginia Beach. I have been asked to evaluate Plaintiffs' November 13, 2018 *Amended Complaint* and the July 15, 2019 *Expert Report of Anthony E. Fairfax* (Plaintiffs' expert). The specific focus of my evaluation is Plaintiffs' claim that "The minority citizen voting age population is sufficiently large and geographically compact to constitute a majority in at least two single-member districts that would be likely able to elect their candidates of choice to the City Council" [Amended Complaint at paragraph 8]. That claim is based upon Mr. Fairfax's findings and his definition of the *minority citizen voting age population* as the combined Hispanic, Black, and Asian citizen voting age citizen population ("the HBA citizen voting age population") of the City of Virginia Beach.
2. My evaluation relies on the following sources: (1) official demographic data from the US Census Bureau; (2) data provided to me at my request by Mr. Kimball Brace; (3) Plaintiffs' *Complaint* and Mr. Fairfax's *Expert Report*; (4) GIS shape files and demographic data that Plaintiffs have provided, which Mr. Fairfax purportedly has used and/or relied upon; (5) US Census Bureau technical documentation pertaining to the American Community Survey.
3. I am an applied demographer and am retired from The RAND Corporation, where I was Senior Demographer and the founding director of RAND's Population Research Center. I have served on the U.S. Census Bureau Advisory Committee on Population Statistics, 1989-1995, and as an invited participant on the Bureau's Working Group on 2010 Race and Ethnicity. I have been elected as President of the Southern Demographic Association and to the Board of Directors of the Population Association of America, which are the two leading associations of professional demographers. I have taught students at the University of Pennsylvania, the RAND Graduate School, and the University of Helsinki. I am being compensated at a rate of \$250/hour for my work in reviewing materials and preparing this report. I will be compensated at a rate of \$400/hour for any testimony I give in court or by deposition.
4. Attached Appendix A lists all cases in which I have testified by declaration, deposition, or at trial since August 2012. Attached Appendix B summarizes my academic background, including all publications in the last ten years.
5. All conclusions contained within my following Report are to the reasonable degree of scientific certainty (at least 90% certain) that scholars and experts in my field use.

### I. FINDINGS AND CONCLUSIONS

#### SUMMARY OF FINDINGS AND CONCLUSIONS

6. *Plaintiffs base their claim to have satisfied the first of the three necessary "Gingles preconditions" upon Mr. Fairfax's flawed findings.* This first Gingles prong requires a plaintiff to show that the minority group is "sufficiently large and geographically compact to constitute a majority in a single-member district." Mr. Fairfax's findings themselves are hopelessly flawed by obvious inconsistencies in the data he used, which include numbers that do not add up as they should. He cannot draw conclusions or make estimates with any reasonable degree of scientific certainty.

7. ***Plaintiffs purport to satisfy first Gingles prong by defining a concocted aggregate of three distinct protected minorities (Hispanics, Blacks, and Asians).*** Here, Plaintiffs rely upon Mr. Fairfax's definition of the *minority citizen voting age population* as the combined Hispanic, Black, and Asian citizen voting age citizen population ("the HBA citizen voting age population") of the City of Virginia Beach. I replicated Mr. Fairfax's aggregation of his own block-level data to form his two proposed districts (using his GIS shape files to allocate his own defective data). By my calculations, Mr. Fairfax should have obtained "HBA citizen voting age population" shares of CVAP fractionally below those he reports in Table 7 in his *Expert Report* (at page 20). Specifically, I obtain 49.99% for his District 1 (vs. his 50.03%) and 49.96% for his District 2 (vs. his 50.04%). Even were his estimates accepted as accurate, he cannot draw conclusions about the minority CVAP with any reasonable degree of scientific certainty.

8. ***Based upon the above findings, I conclude that Plaintiffs have not satisfied the first of the three necessary "Gingles preconditions" for a claim of vote dilution under Section 2, nor could they do so.*** Plaintiffs' claim depends upon the opinion that Mr. Fairfax has rendered. I regard his opinion as inherently unreliable. It is based upon his faulty interpretation of a measure that he derived from a defective dataset.

### **RESPONSE TO FAIRFAX REPORT: DETAILED FINDINGS**

9. Mr. Fairfax was retained by counsel representing the Plaintiffs in this lawsuit to determine whether it is possible to draw an Illustrative Plan with two majority Latino (Hispanic), Black, and Asian ("HBA") combined districts in the City of Virginia Beach, using ten single-member voting districts and one at-large mayoral race.

10. Mr. Fairfax's definition of a majority "HBA" district is one in which the *minority citizen voting age population* is the combined Hispanic, Black, and Asian citizen voting age citizen population ("the HBA citizen voting age population") of the City of Virginia Beach. This "tripart minority coalition" district presumes political cohesion among Hispanics, Blacks, and Asians (an embedded assumption without support).

11. Using that definition, Mr. Fairfax (and Plaintiffs, in turn) claim to have satisfied the first of the three necessary "Gingles preconditions". This first Gingles prong requires a plaintiff to show that the minority group is "sufficiently large and geographically compact to constitute a majority in a single-member district."

### **Mr. Fairfax's Demonstrative Districts**

12. Plaintiffs claim specifically that "The minority [i.e., "HBA"] citizen voting age population is sufficiently large and geographically compact to constitute a majority in at least two single-member districts that would be likely able to elect their candidates of choice to the City Council" [*Amended Complaint* at paragraph 8]. That claim is based upon Mr. Fairfax's findings (at paragraphs (e) and (h) on pp. 4-5 of his *Expert Report*). There, Mr. Fairfax defines the *minority citizen voting age population* as the combined Hispanic, Black, and Asian citizen voting age population ("the HBA citizen voting age population") of the City of Virginia Beach. Further on (at page 20 of his Report), Mr. Fairfax presents details in his Table 7 (shown below):

**Table 7 – Illustrative Plan - Major Race/Ethnicity using CVAP (2013-17 ACS)**

District	CVAP 13-17ACS	Dev	HCVAP 13-17ACS	WCVAP 13-17ACS	BCVAP 13-17ACS	ACVAP 13-17ACS	HBACVAP 13-17ACS
1	29761	157	2176	13730	9135	3566	14888
2	32804	-2090	2235	15543	12810	1367	16415
District	% CVAP 13-17ACS	% Dev	% HCVAP 13-17ACS	% WCVAP 13-17ACS	% BCVAP 13-17ACS	% ACVAP 13-17ACS	% HBACVAP 13-17ACS
1	29761	0.36%	7.31%	46.13%	30.69%	11.98%	50.03%
2	32804	-4.77%	6.81%	47.38%	39.05%	4.17%	50.04%

Note: 13-17ACS - 2013-2017 5-Year ACS

Source: U.S. Census Bureau 2013-2017 5 Year ACS Block Group data, Maptitude for Redistricting Illustrative Plan

13. The above “Table 7” (from his report) derives his working results, which I show below in Table 1. My source of his working results is page 68 in “Fairfax Virginia Beach City Council Illustrative Plan Appendices 7.5.19”. Mr. Fairfax’s two demonstrative districts are identified in Table 1 as “01” and “02”.

**Table 1. Fairfax’s Demonstrative Districts**

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)	(12)	(13)	(14)
District	CVAP17	Deviation	% Deviation	HCVAP17	% HCVAP17	WCVAP17	% WCVAP17	BCVAP17	% BCVAP17	ACVAP17	% ACVAP17	HBACVAP17	% HBACVAP17
01	29761	157	0.36%	2176	7.31%	13730	46.13%	9135	30.69%	3566	11.98%	14888	50.03%
02	32804	-2090	-4.77%	2235	6.81%	15543	47.38%	12810	39.05%	1367	4.17%	16415	50.04%
03	31960	-156	-0.36%	2542	7.95%	17346	54.27%	7413	23.19%	3403	10.65%	13365	41.82%
04	33802	830	1.90%	1839	5.44%	22251	65.83%	6098	18.04%	2684	7.94%	10612	31.39%
05	34689	-521	-1.19%	1911	5.51%	26622	76.74%	4042	11.65%	1182	3.41%	7133	20.56%
06	34447	474	1.08%	1899	5.51%	25733	74.70%	4107	11.92%	1431	4.15%	7430	21.57%
07	35686	1073	2.45%	1150	3.22%	29635	83.04%	3279	9.19%	799	2.24%	5228	14.65%
08	33660	-504	-1.15%	2522	7.49%	22645	67.28%	5319	15.80%	1815	5.39%	9658	28.69%
09	32843	-433	-0.99%	2417	7.36%	22753	69.28%	5572	16.97%	878	2.67%	8863	26.99%
10	34848	1174	2.68%	1532	4.40%	26347	75.61%	4353	12.49%	1675	4.81%	7559	21.69%

Note: Variables with 17 suffix denote 2013-2017 5-Year ACS; HBACVAP17 includes Hispanic, Black, and Asian CVAP plus Black and White CVAP mixed persons

Source: Maptitude for Redistricting District Statistics window using U.S. Census Bureau 2010 Census Data and 2013-2017 5-Year ACS Data

14. Each of the districts featured in Table 1 is composed of individual census *blocks*. The numerical values for each block are not published by the Census Bureau; those values must be derived from the Bureau’s published *block group* data (from a special tabulation provided at the request of the US Department of Justice). A census *block* typically includes from zero to several hundred persons; a census *block group* typically encompasses 1,100 persons in two or more census blocks. While there is no one “right” way of deriving these estimates, there are several wrong ways of doing so. A common hallmark of the latter is the appearance of alarming logical inconsistencies among the values for individual census blocks.

15. Demographers favor a methodology that the US Census Bureau itself uses (referred to simply as “raking”) for preparing subnational population estimates by demographic characteristic. “Raking” is a particular application of Iterative Proportional Fitting (IPF).<sup>1</sup>

16. I undertook an evaluation of the quality of the block-level estimates which Mr. Fairfax used to construct his two demonstrative districts. I discovered numerous inconsistencies in his census block-level data. Those inconsistencies lead me to conclude that his derivation method has produced flawed census block data. His flawed data overstate the actual minority share of CVAP in each of his two demonstrative districts shown in col. 14 of Table 1 (D-01: 50.03% and D-02: 50.04%). Although the distortions themselves are quite small, they are alarming in that they show fundamental logical inconsistencies, which signify a defective and unreliable dataset. These defects (shown below in Table 2) are irrefutable. In my opinion, these defects render the dataset untrustworthy for drawing any scientifically reliable conclusions.

### **Inconsistencies in Census Block Data Mr. Fairfax Used to Form His Two Demonstrative Districts**

17. The data in Table 2 below illustrate the basis for my concerns. There I show the actual census block-level data that Mr. Fairfax reports having used to form his two proposed demonstrative districts (“01” and “02” shown in Table 1 above). It is these block-level data that Mr. Fairfax used to calculate the district-level percentages he shows in col. 14 of Table 1 (“%HBACVAP17”).

18. For the individual census blocks shown in Table 2, his own data enable me to compare the total citizen voting age population (corresponding to totals shown Table 1, col. 2: “CVAP17”) with the sum of its separate parts. For each row of data in Table 2, I compared the value shown in col. 2 for “CVAP17” (“Citizen Voting Age Population”) with the value that results from summing the corresponding values shown for:

col. (5): “HCVAP17” (“Hispanic CVAP”)  
plus col. (7): “WCVAP17” (“nonHispanic White Alone CVAP”)  
plus col. (9): “BCVAP17” (“nonHispanic Black Alone CVAP”)  
plus col. (11): “ACVAP17” (“nonHispanic Asian Alone CVAP”),

which I show in col. (c) of Table 2.

19. Simple logic dictates that the number in col. (c) of Table 2 cannot exceed the number in col. (b). Yet it does, according to Mr. Fairfax’s own data, in at least 27 instances which I have highlighted in yellow.

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<sup>1</sup> See: <https://www2.census.gov/programs-surveys/popest/technical-documentation/methodology/2010-2018/2018-natstcopr-meth.pdf>. For IPF, see Nik Lomax & Paul Norman (2016) Estimating Population Attribute Values in a Table: “Get Me Started in” Iterative Proportional Fitting, *The Professional Geographer*, 68:3,451-461, DOI: 10.1080/00330124.2015.1099449.

Table 2. Logical Impossibilities Detected in Fairfax's Census Block Data

(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
Census Block	CVAP17	HCVAP17+ WCVAP17+ BCVAP17+ ACVAP17	HCVAP17 (Hispanic)	WCVAP17 (White alone NonH)	BCVAP17 (Black alone NonH)	ACVAP17 Asian alone NonH)	TOTAL17 (Total Population)
518100402002004	1143	1146	174	433	499	40	1278
518100454065002	1085	1092	106	446	437	103	2035
518100404023008	656	663	66	218	324	55	942
518100460102005	634	654	48	394	197	15	1001
518100462201020	579	583	35	257	268	23	738
518100454052003	555	560	78	286	186	10	825
518100460153005	551	556	45	306	160	45	779
518100462041017	502	516	17	427	46	26	659
518100462042030	480	537	29	395	76	37	586
518100462201027	446		21	195	204	11	444
518100458063000	411	414	15	153	227	19	529
518100454063004	388	398	22	185	144	47	561
518100462161003	355	367	21	236	67	43	498
518100460143007	351	367	20	191	114	42	516
518100460123002	326	338	15	168	64	91	419
518100454063002	323	324	15	153	119	37	510
518100460131023	295	306	43	154	81	28	310
518100404042050	270	300	32	185	40	43	263
518100462212003	268	276	22	103	144	7	390
518100462203001	241	247	21	61	153	12	289
518100460132003	234	239	20	88	105	26	368
518100404044003	182	188	0	58	96	34	247
518100402001031	176	193	17	103	73	0	329
518100404043004	174	188	13	88	65	22	247
518100458094005	152	155	0	108	31	16	264
518100460093003	126	139	6	97	28	8	141
518100460101010	119	124	9	107	8	0	155
518100460142005	117	122	20	60	20	22	168
518100404022009	17		1	2	12	0	16
518100402003006	14		0	2	10	0	12
518100454053004	4		0	3	0	0	3

(These 27 instances of an obvious logical impossibility are merely ones I spotted through a cursory inspection of his data.)

20. Furthermore, simple logic dictates that the Citizen Voting-Age Population of a census block appearing in col. (b) cannot exceed the Total Population appearing in col. (h). Yet it does, according to Mr. Fairfax's own data, in at least 5 instances which I have highlighted in red.

21. Clearly, these logical impossibilities cast doubt on the very method Mr. Fairfax used to allocate published block group data to individual census blocks.<sup>2</sup> In my opinion, these defects render the entire dataset untrustworthy for drawing any scientifically reliable conclusions.

### **Mr. Fairfax's Faulty Interpretation of the Measure Derived from His Defective Dataset**

22. The razor-thin purported majorities highlighted in col. 14 (“HBACVAP17”) of Table 1 are *point estimates*: 50.03% and 50.04%. In statistical terms, a “point estimate” is the best estimate of an actual underlying value (assuming the dataset itself is free of defects). To illustrate: A digital thermometer that registers the outdoor temperature in whole-number degrees (“49”, “50”, “51”, ...) is reporting a point estimate. Strictly speaking, the point estimate of “50” means “between 49.51 and 50.49”.

23. Likewise, statistical reasoning dictates that the point estimates shown in Table 1 (“50.03%” and “50.04%”) connote the *range* that surrounds each point estimate itself. One calculates that corresponding range from the associated margin of error (MOE), which accompanies each point estimate. This MOE governs the scientific interpretation of the point estimate.<sup>3</sup> Point estimates and MOEs derive from the American Community Survey.

24. Mr. Fairfax has disregarded the insurmountable barrier presented by his razor-thin majority point estimates (50.03% and 50.04%). The MOEs here undermine his ability to make a claim about the minority population with any reasonable scientific certainty.

25. Even assuming that Mr. Fairfax’s flawed data allowed him to estimate the minority population accurately, neither he nor any other expert can estimate with any reasonable scientific certainty whether or not Hispanics plus Blacks plus Asians are a majority of the CVAP in either district.”

### **My Independent Replication of Mr. Fairfax’s Calculations**

26. As a final check, I replicated Mr. Fairfax’s aggregation of block-level data in forming his two proposed districts. I used his own GIS shape files to allocate his own defective block-level data among districts. The results I obtained are shown in Table 3 below. By my calculations, Mr. Fairfax should have obtained combined three-group minority shares of CVAP that are fractionally lower than those he has reported. Specifically, I obtain 49.99% for his District 1 (vs. his 50.03%) and 49.96% for his District 2 (vs. his 50.04%). Assuming my calculations to be correct, the point estimates themselves merely round *up* fractionally to 50.0% (rather than *down* to 50.0%).

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<sup>2</sup> This is not the first instance in which I have chanced upon a testifying expert whose faulty methodology has rendered an unsound opinion based upon a defective dataset. See SUPPLEMENTAL EXPERT REPORT OF PETER MORRISON, Ph.D. in Montes v. City of Yakima, April 8, 2013, paragraphs 4-14.

<sup>3</sup> As a commonplace example, suppose a survey of 500 adult city residents asks them: “Are you a registered voter?” The result (51% “yes”; 49% “no”) is accompanied by “+/- 3%”. The analyst uses this latter statistic to gauge the level of confidence in concluding that (for example) “yes’s” comprise “50% or more” of all adults citywide. Specifically, “51% (+/- 3%)” dictates the following interpretation: “One can conclude that the true percentage lies somewhere between 48% and 54%, with reasonable scientific certainty. “Reasonable” here would imply a recognized scientific standard (e.g., “with 90% confidence”). Correctly stated, my conclusion here would be: “We know with reasonable scientific certainty that the 51% point estimate means that the true percentage of all adults citywide who are registered to vote could be as low as 48%.”

Table 3. Minority Shares of CVAP Using Correct CVAP Data

<b>Minority Share of CVAP in Fairfax's Proposed Districts 1 and 2 (based upon corrected 2013-17 CVAP data)</b>							
Fairfax's Proposed District	TOTAL CVAP	White NonHisp	Black NH	Asian NH	Hispanic	Blk+Asn+ Hispanic	B+A+H Share
<b>1</b>	29,766	13,723	9,136	3,598	2,145	14,879	<b>49.99%</b>
<b>2</b>	32,804	15,564	12,794	1,361	2,234	16,389	<b>49.96%</b>
<b>Rest of V.B. City</b>	271,930	193,391	40,195	13,845	15,848	69,888	<b>25.70%</b>

Source: Morrison's ACS block data derived through iterative proportional fitting (IPF).

27. By both of our calculation, then, his defective dataset yields virtually identical B+A+H shares-- essentially “50.0%”. Based upon my data or his, the likelihood of a majority is about 50-50, comparable to the flip of a coin.

28. All conclusions contained above in my Report are to the reasonable degree of scientific certainty (at least 90% certain) that scholars and experts in my field use.

STATEMENT OF COMPENSATION:

I am being compensated at a rate of \$250 per hour for time spent assembling and analyzing data, drafting memos/reports/declarations, conferring with the attorney or client, and related work. I will be compensated at a rate of \$400 per hour for all time spent testifying by deposition or at trial.

Signed:



Peter A. Morrison  
August 12, 2019

## Appendix A

### Peter A. Morrison, Ph. D.

#### CASES IN WHICH I HAVE TESTIFIED AT TRIAL OR BY DEPOSITION SINCE AUGUST 2012

1. ZORAIDA RIOS-ANDINO et al. v. ORANGE COUNTY. UNITED STATES DISTRICT COURT, MIDDLE DISTRICT OF FLORIDA, ORLANDO DIVISION. Expert Report on behalf of Defendant.
2. JAMES FIGGS AND ROBERT JACKSON v. QUITMAN COUNTY, MS. UNITED STATES DISTRICT COURT, NORTHERN DISTRICT OF MISSISSIPPI, GREENVILLE DIVISION. Affidavit in Support of Defendants' Motion for Summary Judgment.
3. Montes and Arteaga v. City of Yakima, WA. U.S. District Court, Eastern District of Washington. Deposition and trial testimony on behalf of Defendant.
4. U.S. v. TOWNHOMES OF KINGS LAKE, HOA, INC. et al. MIDDLE DISTRICT OF FLORIDA. DJ# 175-17M-499. Declaration on behalf of Plaintiff U.S. Department of Justice.
5. EVENWEL v. PERRY, U.S. DISTRICT COURT FOR THE WESTERN DISTRICT OF TEXAS. Declaration on behalf of Plaintiffs seeking to enjoin Texas from conducting further state Senate elections under Plan S172 and asking the court to require the Texas Legislature to reapportion state senatorial voting districts in conformity with the Fourteenth Amendment.
6. EVENWEL et al. v. ABBOTT et al., UNITED STATES SUPREME COURT. "Brief of Demographers Peter A. Morrison, et al. as *Amici Curiae* in Support of Appellants," in Evenwel et al. v. Abbott et al.
7. PAULETTE KREMMEL v. FAIRLIFE LLC, UNITED STATES DISTRICT COURT, SOUTHERN DISTRICT OF ILLINOIS. Declaration on behalf of Defendant.
8. DR. PANKAJ JAIN, Plaintiff v. COPPELL INDEPENDENT SCHOOL DISTRICT, et al., U.S. District Court, Northern District of Texas, Dallas Division. Declaration on behalf of Defendant.
9. Glatt v. City of Pasco, et al., U.S. District Court, Eastern District of Washington. Declaration on behalf of Defendant. (Court ruled in favor of Defendant)
10. Bishop, et al. v. Shorter University, Inc., Civil Action No. 4:15-CV-0033-HLM, United States District Court for the Northern District of Georgia, Rome Division. Declaration on behalf of Defendant.
11. Feldman et al. v. Arizona Secretary of State's Office et al., United States District Court, District of Arizona. Declaration on behalf of Defendant.
12. Timothy Dadey et al. v. City of Costa Mesa, Case No. 30-2014-00757962-CU-CR-CJC and Timothy Dadey et al. v. City of Costa Mesa, Case No. 30-2014-00758104, pending in the Superior Court of the State of California for the County of Orange. Deposition testimony.
13. Anne Harding et al. v. County of Dallas, Texas et al. U.S. District Court, Northern District of Texas, Dallas Division. C.A. No. 3: 15-CV-00131-D. Deposition and trial testimony on behalf of Plaintiffs.
14. Pico Neighborhood, et al. v. City of Santa Monica, et al. Superior Court of the State of California for the County of Los Angeles, No. BC616804. Deposition and trial testimony on behalf of Defendant.

15. Joseph Thomas et al. v. Phil Bryant et al., Civil Action No. 3: 18cv 441-CWR-FKB in United States District Court for the Southern District of Mississippi, Northern Division. Deposition and trial testimony on behalf of Defendants.
16. S&R Development Estates, LLC v. Town of Greenburgh et al. in United States District Court, Southern District of New York. Declaration on behalf of Defendant.

(Updated: August 7, 2019)

## Appendix B

### **Peter A. Morrison C. V. and PUBLICATIONS**

#### **EDUCATION**

B.A., Sociology, 1962, Dartmouth College  
Ph.D., Sociology, 1967, Brown University

#### **PROFESSIONAL EXPERIENCE**

2009-present — President, Peter A. Morrison & Associates, Inc., Nantucket, MA  
1969-2009 — Senior Staff Demographer and Resident Consultant, The RAND Corporation,  
Santa Monica, California  
1979-1990 — Founding Director, Population Research Center, RAND  
1967-1969 — Assistant Professor, Department of Sociology, and Research Associate,  
Population Studies Center, University of Pennsylvania, Philadelphia

#### **AREAS OF EXPERTISE**

Dr. Morrison's principal expertise centers on applications of demographic analysis in tracking socioeconomic trends and envisioning their consequences for public policy and business.

Domestic applications include demographic analysis for electoral redistricting; store site selection; human resource analysis; evaluating employment discrimination claims, minority representation within jury pools, and school desegregation remedies; forecasting school enrollments; and using census and administrative data to monitor local community demographic contexts.

International applications include business concerns with corporate strategic planning, globally emerging middle-class consumer markets, and demographic precursors of expanding consumer markets; comparing and evaluating individual markets; and identifying potential business opportunities spurred by forthcoming demographic change.

Dr. Morrison conducts studies for the private sector and offers executive briefings on these topics through his consulting firm, founded in 1984. Clients have included American Express, American Stores, Corning, Inc., Ford Motor Co., Marriott International, NBC, New Directions for News, Times Mirror, University of California, and CIBC Securities (Canada).

Previously, Dr. Morrison was a faculty member at the University of Pennsylvania. He also has taught periodically at UCLA, the RAND Graduate School, and the Helsinki School of Economics. He also lectures before academic and business audiences and gives invited testimony before subcommittees of the U.S. Senate and House of Representatives. He has made invited presentations to the National Science Board, the Conference Board, the National League of Cities, the National Conference of State Legislatures, the University of California Management Institute, the American Bar Association, American Society of Newspaper Editors, newsroom seminars for the Casey Journalism Center, County Counsels Association of California, American College of Surgeons, National Association of Homebuilders, Missouri Legislative Forum, World Future Society, and Volunteers of America.

He has served as advisor to the Committee for Economic Development, the Congressional Research Service, and committees of the National Academy of Sciences, U.S. Census Bureau, Department of Agriculture, National Institutes of Health, California Energy Commission, California Governor's Council on Growth Management, Center for California Studies, and United Way.

## **PROFESSIONAL ORGANIZATIONS/HONORS**

Invited participant, U.S. Census Bureau Working Group on 2010 Race and Ethnicity  
Member, L.A. Unified School District Enrollment Analysis Technical Advisory Committee  
Visiting Lecturer, Helsinki School of Economics and Business Administration, summer 2001  
U.S. Census Bureau Advisory Committee on Population Statistics, 1989-1995 (Chair, 1990).  
Population Association of America: Board of Directors, 1978-1980; Public Affairs Committee,  
1979-1986; Chair, Nominations Committee, 1981-1982; annual Program Organizing  
Committee, 1995, 1998; Local Arrangements Committee, 2000; Committee on Applied  
Demography, 1995-1999, Chair, 1998; Development Committee, 2006-2012.

Southern Demographic Association: Board of Directors, 1999-present; Vice President, 2001;  
President, 2003.

International Association of Applied Demographers (officer)

Center for Spatially Integrated Social Science, UC Santa Barbara: Advisory Board, 2000-  
Research Advisory Board, Committee for Economic Development, 1988-1991.

Regents' Lecturer, UCLA, Spring 1987.

Social Science Research Council's Committee on the Survey of Income and Program  
Participation, 1985-1988.

National Advisory Child Health and Human Development Council, National Institute of Health,  
1984-1987.

Population Research Committee, National Institute of Child Health and Human Development,  
1977-1979.

Committee on Behavioral and Social Aspects of Energy Consumption and Production,  
National Academy of Sciences, 1980-1982.

Committee on Urbanization and Population Redistribution, International Union for Scientific  
Study of Population, Chairman, 1976-1979.

Advisory Subcommittee for Applied Social and Behavioral Sciences, National Science  
Foundation, 1978-1981.

Future of Rural America Advisory Committee, FHA, 1978-1981.  
 Editorial Advisory Committee, *Urban Studies*, 1985-1995.  
 Editorial Advisory Board, *J. Australian Population Assoc.*, 1995-1998.

## **RECENT MEDIA APPEARANCES/COVERAGE:**

*Interviews:* CNBC; New York Times; Los Angeles Times; USA Today; Time Magazine; Seattle Times; AMA/Marketing News

*Commentary:* New York Times; Wall Street Journal; Washington Post; International Herald Tribune; Pittsburgh Post-Gazette; Los Angeles Times; Atlanta Constitution; Houston Chronicle; San Jose Mercury News; Providence Journal; San Antonio Express-News

*Articles:* “United Nations of Nantucket,” *N Magazine* (Winter 2016).  
 (access at: [www.n-magazine.com/united-nations-nantucket/](http://www.n-magazine.com/united-nations-nantucket/))

## **RECENT PRESENTATIONS:**

- 01/24/2019: “**Big Data for a Small Island,**” lunch hour talk at Nantucket Saltmarsh Center  
<https://www.youtube.com/watch?v=ZqqJ9STcMwE>
- 10/13/2016: “A Demographic Accounting Model for Class Action Litigation,” presented at 2016 Southern Demographic Association meetings, Athens, GA. (coauthored with Thomas Bryan).
- 10/22/2015: At Nantucket Historical Association’s “Food for Thought” series:  
**“Immigration on Nantucket: What You Should Know”**  
<https://www.youtube.com/watch?v=u17rINVweZs> (Morrison presentation starts at minute 2:10)
- 01/08/2015: To Waterbury, CT “**Alderman by District Reapportionment Commission**” Meeting  
<https://www.youtube.com/watch?v=aj6qE3JECg0&feature=youtu.be>  
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- 01/14/2015: To Waterbury, CT “**Aldermen by District Reapportionment Commission**” meeting:  
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- 12/2014: “**Investing in Nantucket’s Future**” <http://vp.telvue.com/preview?id=T02542&video=223735>  
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(Updated: 07/27/2019)